

## Introduction

Mitchell Capital Management Co. is registered as an investment advisor with the Securities and Exchange Commission (SEC). We feel it is important for you to understand how advisory and brokerage services and fees differ to determine which account is right for you. There are free and simple tools available to research firms and financial professionals at [investor.gov/crs](https://investor.gov/crs), which also provides educational materials about investment advisers, broker-dealers, and investing.

## What investment services and advice can you provide me?

We offer investment advisory and financial planning services to retail investors.

We will offer you investment and financial planning advice on a regular basis. We will discuss your goals, design with you a strategy to achieve your goals, and regularly monitor your account. We will contact you at least quarterly to discuss your portfolio.

We will manage your account on a discretionary basis, meaning that we will not call you when buying and selling securities in your account. You will sign an investment management agreement giving us this discretionary authority. The agreement will remain in place until you or we terminate the relationship.

Our investment guidelines clearly state which types of investments are available and which are not available.

For additional information please click [here](#), or go to [www.mitchcap.com](http://www.mitchcap.com) to review Form ADV, Part 2A, Items 4 and 7.

## Conversation Starter

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education, and qualifications? What do these qualifications mean?

## What fees will I pay?

If you open an advisory account, you will pay an on-going asset based fee at the beginning of each quarter for our services, based on the average value of the previous four month-end market values of cash and investments in your advisory account. This would be pro-rated for periods less than one quarter. Our fee can be deducted from your account or you may pay us from an invoice.

Our fees are exclusive of brokerage commissions, custodian fees, wire transfers and other transaction fees.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying for.

For additional information please click [here](#), or go to [www.mitchcap.com](http://www.mitchcap.com) to review form ADV Part 2A, Item 5.

## Conversation Starter

- Help me understand how these fees and costs might affect my investments.
- If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

## What are your legal obligations to me when acting as my investment advisor? How does your firm make money and what conflicts of interest do you have?

### Conversation Starter

**When we act as your investment advisor**, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

We hold the same securities as our clients. This can cause a conflict if we try to trade our accounts before client accounts. We address this by following policies that place client trades before employee trades.

We are incentivized to grow your assets over time which would result in an increase in your fee.

For additional information please click [here](#), or go to [www.mitchcap.com](http://www.mitchcap.com) to review form ADV Part 2.

- How might your conflicts of interest affect me and how will you address them?

## How do your financial professionals make money?

### Conversation Starter

Our financial professionals receive a salary and are eligible for a bonus based on the firm's profitability and their contribution to the firm's success.

## Disciplinary History

### Conversation Starter

Neither Mitchell Capital Management Co. nor any owner or employee has any legal (criminal, civil or investment related) or disciplinary event against them. Free tools are available to research firms and financial professionals at [investor.gov/crs](http://investor.gov/crs), which provides educational materials about investment advisors and investing.

- As a financial professional, do you have any disciplinary history? For what type of conduct?

## Additional Information

### Conversation Starter

Additional information about Mitchell Capital Management Co is also available on the SEC website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may search this site using a unique identifying number, known as a CRD number. The CRD number for Mitchell Capital is #106338. You may also contact us at (913) 428-3222 to request to speak with any of our financial professionals or request a copy of our Form ADV Part 2 Brochure.

- Who is my primary contact person? Is he or she a representative of an investment advisor or a broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?